

DRAFT
BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
CITY HALL
8th FLOOR CONFERENCE ROOM
100 NORTH ANDREWS AVENUE
FORT LAUDERDALE, FL 33301
March 9, 2015, 3:30 P.M.

MEMBERS	ATTENDANCE	SEPT 2014/AUG 2015	
		Present	Absent
Greater FTL Chamber of Commerce <u>Eduardo Fernandez</u> , Chair	P	6	0
Marriott Courtyard <u>Bill Cunningham</u> , Vice Chair Thomas Miller, Alternate	P	4	2
B Ocean Fort Lauderdale Jean Capps <u>Steven Donahue</u> , Alternate	P	3	0
The Gallery at Beach Place <u>Kenyata Allain</u> Carmen Barbagelata, Alternate	A	3	3
The "W" Hotel, Capri Hotel, LLC <u>Marylouise Fitzgibbon</u> Michel Notten, Alternate	P	5	1
Beach Redevelopment Adv. Board Ina Lee	P	5	1
Bahia Mar <u>Patrick Reece</u> (arr. 3:40 p.m.) John Hopwood, Alternate	P	2	4
Ritz Carlton Hotel <u>Greg Cook</u> Monique Soriano, Alternate	P	6	0
Marriott Beach Place Towers <u>Madeline Clark</u> Jackie Foster, Alternate	P	2	4

Staff

Don Morris, Economic and Community Reinvestment Administrator
Dan Barnett, Wizard Entertainment, BID Manager
Lisa Edmondson, Prototype

Presenters and Guests

I. Call to Order / Roll Call / Quorum

Chair Fernandez called the meeting to order. At this time there are 9 appointed members to the Board, which means 5 would constitute a quorum.

Roll was called at 3:31 p.m., and it was noted there was a quorum.

II. Approval of Minutes

- **January 12, 2015 / Regular**
- **February 9, 2015 / Special Meeting**

Motion made by Ms. Lee, seconded by Ms. Fitzgibbon, to approve the minutes for the January 12, 2015, and the February 9, 2015, meetings as presented. In a voice vote, the motion passed unanimously.

III. Food & Beverage on the Beach Update – Eduardo Fernandez, Chairperson

Chair Fernandez reported that City Manager Feldman said there is no longer an obstacle regarding the Bonnet House. Mr. Feldman told him that the paperwork was on the City Attorney's desk, and the City Commission and Mayor are overseeing the progress. Chair Fernandez had sent an email to Mayor Seiler and is waiting for an answer.

Ms. Lee said it is being held up in the City Attorney's office at this time; Mr. Morris said Chair Fernandez could email the City Attorney, but it is not typical to follow up with that office directly.

IV. BID Manager Update – Dan Barnett, BID Manager

Mr. Barnett discussed the BID update letter, noting they need to decide how frequently they want an update. He said they are trying to get the final FDOT approval for the traffic boxes, and are hoping to get the Food and Beverage movement going. Mr. Barnett recommended presenting a draft of the update letter at the April meeting. He said they are also waiting for information from Huka. By consensus, the Board agreed to look at a drafted letter in April.

Chair Fernandez commented that the City Manager felt that more frequent (when appropriate) communication with the BID would facilitate opening lines of communication. It was suggested to only send the letter when there is something meaningful to relate.

Mr. Morris noted that they currently send out the letter using physical addresses of property owners provided by the tax office.

[Mr. Reese arrived at 3:40 p.m.]

Mr. Morris also pointed out that people who want to find out what the BID is doing can refer to the website. Mr. Barnett said he would put a blurb in the letter encouraging them to look at the website.

Ms. Lee cautioned against promoting Spring Break too much on the website. A brief discussion ensued about the image of Spring Break. Ms. Lee also mentioned there was a Facebook post about garbage on the beach due to Spring Break; she recommended contacting Parks and Recreation. Mr. Cook advised marketing Winter Break, when families visit. Mr. Morris said he would talk to Parks and Recreation about the trash, but thought they were doing a good job considering how busy it is on the beach.

Discussion ensued about the "Spring Break" mentality at Beach Place, with Ms. Lee advising keeping a close watch on the situation, and Mr. Cook recommending that they be limited to the same hours and restrictions as all the other bars on the beach. He also noted the parking lot is a trafficking area for drugs and "everything else."

Ms. Lee remarked that, as a beach business community, the members of the BID have not reached out to the owners of the properties; she thought that might be a good idea. Discussion ensued on how to approach the problem.

Mr. Morris commented they have tried business-to-business relationships, which work for a short time, and then the businesses revert to their previous practices. If the issues continue, he suggested that the Board recommend that the City amend the license provisions, as suggested previously by Mr. Cook.

Mr. Morris explained the Special Event Entertainment District provisions pertaining to distances between businesses and hours to serve alcohol, noting the hours can be limited and distances can be modified. He explained that the City is going through a process, and it should be allowed to play out. If the results are not amenable to this Board, then it could make a Communication to the City Commission for a situation that is more advantageous for the beach by either limiting hours or reducing the number of establishments.

Ms. Clark (Marriott Beach Place Towers) mentioned they have received noise complaints from guests about the entertainment coming from downstairs, and they are

trying to minimize the amount of people coming to the hotel who are intent on “wreaking havoc.”

Mr. Morris will find out when the 90-day period (re: Beach Place) ends under the Nuisance Abatement Board.

In response to a question, Ms. Clark said she calls law enforcement every time they have a problem at Beach Place, and off-duty Fort Lauderdale Police are currently at the hotel every day (from February 22 through the Tortuga Festival). The officers log all incidents and can make formal arrests if necessary.

Mr. Barnett said he created a draft for the RFP for the summer event series, and noted that the first round will probably be settled in mid-July or August. He read from the draft and highlighted that live music would be included as one of the branding components.

Discussion followed, with the following points being covered:

- Is it specific enough?
- Will music be included in each event?
- Maybe a bid will come in for funded non-music event like a boat race
- Events should be vetted
- Brand goes beyond music – like Red Bull event
- Do not have to say “yes” to any bid
- Regarding the RFP:
 - Give them an “upscale” direction
 - Provide “random” examples with the RFP
 - Stipulate revenue expectations
 - Base RFP on prospective revenue rather than attendance
 - Talk “upscale” rather than “luxury”
- Go for something that would also work for the Entertainment District
- Get historical references from bidders as to where they have been and what the revenue was, etc.

Mr. Barnett stated they need to have a “reality conversation” whether an event can get done for this summer. Chair Fernandez offered that focusing on room nights restricts the type of events for the year.

The Board provided consensus that Mr. Barnett and Mr. Morris take the RFP that originally got Saturday Night Alive and update it for 2015. Ms. Lee requested that the RFP contain a stipulation that the promoter has to be responsible for marketing the event.

Chair Fernandez said he was reminded by City Manager Feldman to be mindful of the impact on residents of having a beach event. He suggested starting out small for this summer.

Mr. Barnett mentioned that he got a call from the owner of Huka Productions, who told him they want to submit an application to the BID to see if there is interest in a November event. Mr. Barnett said that the first two weekends are not available due to the boat show, but the following weekend (the weekend before Thanksgiving) would be open.

Ms. Lee said the CVB is considering bringing a big music organization from New York to Fort Lauderdale. Mr. Barnett reminded the Board that if someone approaches them asking for funding, they can say "yes" or "no." However, if the BID decides to create an event in a certain time period, there needs to be an RFP.

Mr. Morris added that it would be fine to get the New York organization, but if it is a one-year deal, it might be better to get a multi-year commitment. Ms. Lee said it was a multi-year deal.

Mr. Morris said the City Commission is having a discussion related to the prior month's Communication regarding events on the conference agenda on April 7, 2015. He said more than one person from this Board needs to attend and explain the reasons for the timing of the events from the hotels' perspectives.

Mr. Barnett stated that Huka Productions will submit their application within the next 10 to 14 days.

Mr. Cook suggested bringing up the following points to the City Commission:

- Already working on the deal for 2016 Tortuga tie-in
- Will put an RFP out for a summer series
- Working on a November-December event for business

Ms. Lee emphasized that the City Commission needs to understand the economic implications of the events for the hotels in particular. Chair Fernandez suggested asking non-BID members to also attend the meeting.

Mr. Barnett stated the concert companies pick a time when there is not much competition from other events. He thought Huka would put in an application for sponsorship for November, and the BID could say "yes" or "no." They are already planning the April 2016 event. Mr. Barnett said he was not aware of any other big concert group planning anything at this time. He said that application could be distributed via email to the BID members.

Mr. Barnett introduced the budget, noting that the BID revenue projections are estimated to increase 5.6% each year, based on a historical approach. Mr. Morris said that each June/July they get assessments from the property appraiser, and the numbers will be finalized then (conservatively). At that time, they will adjust the projections out for five years. He said they do need to spend the money in order to justify the current assessment rate.

Mr. Morris presented a document reflecting the status of the budget as of March 6, 2015. He explained that the negative balance of \$88,000 is due to the fact they are still collecting revenue for the fiscal year ending in September 30, 2015. They have approximately \$401,000 available.

Regarding the holiday lighting, Mr. Morris remarked they sent a communication to the contractor regarding an equitable resolution. Attorneys for both parties are working toward a compromise.

Ms. Lee mentioned that the BRAB approved - in concept - matching funds for summer. She said that holiday lights were also discussed at the meeting, and she suggested a joint meeting with the BRAB.

Mr. Morris recommended not using a lighting company for the display since it has not worked; they are better at doing the pole lights. He said they should contract for the street (pole) lights, and do an RFP for some sort of display to have up every year that is interactive, durable, maintenance-easy, etc. Mr. Barnett added they might consider spending a substantial amount of money on a durable structure that has "Fort Lauderdale" at the right position for photos. The display itself should be changeable even though the main structure is kept.

In response to Ms. Lee's suggestion, Mr. Morris said they could have a joint meeting with the BRAB, schedules notwithstanding; they should have it soon. He will look into it.

Mr. Barnett said the Red Bull event will be on Fort Lauderdale Beach on May 31, 2015. Mr. Reece said it is some type of auto racing event that would close off A1A, but the organizers said they have not yet received City Commission approval.

Mr. Barnett said that the Fabulous Thunderbirds have been confirmed for the Great American Beach Party to play in front of the Elbo Room. There will be a "real stage."

Ms. Lee urged the creation of a master event calendar so everybody would know what is happening. Mr. Morris said the City has a calendar, and the website has an updated calendar.

Chair Fernandez wondered if it would be possible for the BID to be made aware of any application for a special event. Mr. Barnett replied he gets an email every time an event is approved by City Parks & Recreation. He said he could start sending a copy (bcc) of all the notices to the Board members on a trial basis. He added he could take the events related to the beach into an ongoing document and bring it to the meetings.

Ms. Fitzgibbon suggested that each member bring their "need periods" to the next meeting. Mr. Barnett suggested combining that with the upcoming events.

V. Communications to the City Commission - none

VI. Old/New Business

Ms. Lee suggested inviting Commissioner Trantalis to a BID meeting. Mr. Barnett said he would contact him.

Hearing no further business, Chair Fernandez adjourned the meeting at 4:48 p.m.

[Minutes prepared by J. Rubin, Prototype, Inc.]

Attachments:

FY 2015 BID budget – Dan Barnett

FY 2015 BID budget update – Donald Morris

2015 BID letter – Dan Barnett

BID CALENDAR - Special Events Calendar- 2015-2016

April-2015

11-12- Tortuga Festival- Fort Lauderdale Beach Park

May-2015

9-Elevate Beach Workout- Fort Lauderdale Beach Park

16-17-EVP Volleyball Tournament- Fort Lauderdale Beach

23-Great American Beach Party- Fort Lauderdale Beach

23-24- Florida Beach Volleyball Tour- Fort Lauderdale Beach Park

29-SEFFA 19th Annual Beach Volleyball Tournament- Fort Lauderdale Beach Park

30-31- Bahia Mar, A1A & Fort Lauderdale Beach parking lot

June-2015

7-Floatopia- Fort Lauderdale Beach Park

20- Bora Bora Event- Fort Lauderdale Beach Park

27-28-Florida Beach Volleyball Tour- Fort Lauderdale Beach Park

July-2015

4-July 4th on Fort Lauderdale Beach

18-19-Florida Beach Volleyball Tour- Fort Lauderdale Beach Park

25-26-Dig the Beach Volleyball Series- Fort Lauderdale Beach Park

August-2015

8-9-Florida Beach Volleyball Tour- Fort Lauderdale Beach Park

September-2015

30-Red Bull Volleyball- Fort Lauderdale Beach Park

October-2015

1-4-Red Bull Volleyball- Fort Lauderdale Beach Park

November-2015

5-9-Fort Lauderdale International Boat Show

14-15-Michelob Ultra 13.1 FTL Half Marathon SW 1st Ave & SW 2nd St & 5K- FTL Beach Park

24-Light Up The Beach

26-Turkey Trot- DC Alexander Park

December-2015

Key

Outdoor Events by other organizations

City (Parks & Rec) Produced Events